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1933

Florence Louise

"On the 1932 Honor Roll"

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U. S. Department of Agriculture



Originated and Introduced by

WALTER H. OSTRANDER

Kingston-on-the-Hudson

28 Oak Street

Ulster Co., New York

Florence Louise

"On Derrill W. Hart's Roll of Honor"



A High Hat Dahlia . . .

Florence Louise is in the High Hat class with Jane Cowl, Mrs. Alfred B. Seal, Elite Glory, Commodore, Kathleen Norris, Mable Douglas, Monmouth Champion, Watchung Wonder, Amelia Earhart, American Legion, Eagle Rock Fantasy, and others that you know belong in the High Hat Class. Buy it now—the other fellow will have it.

THE NEW DAHLIA . . .

that we have all been working and waiting for, six day keeper, heavy stem, large blooms, insect resisting and good root grower

PRIZE WINNER — 1932

Was awarded the A. D. S. bronze medal at the Dutchess County Horticultural Society Show at Poughkeepsie, N. Y., for best Undisseminated Seedling.

Silver Medal for Largest Dahlia at the Horticultural Show in Trenton, N. J.

First Prize each for Best Seedling and Best Semi-Cactus Dahlia at the Municipal Flower Show in State Armory at Albany, N. Y.

First Prize for Best Seedling at Rosendale, N. Y. Flower Show.

First Prize for Best Seedling at the West Park, N. Y., Flower Show.

WHAT THEY SAY—

The New York Times:

The New York Times says: "Florence Louise" was one of the largest dahlias at the New York Show.

Dr. Marshall A. Howe

After seeing "Florence Louise" growing at Storrs Trial Gardens, Dr. Marshall A. Howe, Assistant Director New York Botanical Gardens, Bronx, N. Y., has invited it to be grown next year in the Dahlia Display Gardens at Bronx Park with the cream of the World's Dahlias.

The Florist's Review

The Florists' Review says under the head of the Albany Flower Show: "The Star Dahlia in the show was a seedling raised and exhibited by Walter H. Ostrander, Kingston, named 'Florence Louise.' The variety is a pure yellow cactus, tinged with mauve, the specimen bloom was eleven inches across, the foliage immense." Fred A. Danker, Albany Florist, termed it "the feature of all the dahlia displays," and he had a grand showing.

Dahlia Study at Home—3 11/13c a Week

Why in Sam Hill don't you join the American Dahlia Society and learn something? I have learned a lot in the six years that have been a member.

Today—write your name on a piece of paper, place it in an envelope, on the outside write Lou Alling, 198 Norton St., New Haven, Conn., (do not seal it yet) stick in a \$2.00 bill, or something, and see the dahlia educating service you will get for a year—"You must keep from becoming dahlia rusty or quit."

NEW COLOR—CITRON YELLOW

This is a beautiful new shade of yellow, described by Miss Huntington as citron yellow. It has an orchid tint that is unusual.

A LARGE DAHLIA

Grows from 9 to 12 inches, always looks larger because of its thickness. Silver medal for largest in Trenton, N. J. Show.

STIFF CANE STEM

Stem is very stiff and straight, never bends or droops. In the class of the stems of Elite Glory, Watchung Sunrise and Mrs. Alfred B. Seal.

RAIN-PROOF STEM

Heavy rains followed by sunshine never cause the stem to droop or sag.

FLOWER FACES OUT AND UP

The flowers face out and partly up, a few may be on top of stem. Never seen one face down.

STAG HORN PETALS

The beautiful Stag Horn Petals that form at the top are very striking. They at once attract the eye.

DOUBLE SPLIT CLAW END PETALS

The petals have the double split claw shape at the ends. Notice same in the picture.

HOW WE FEED FLORENCE LOUISE

Start to feed about six weeks after planting, then every two weeks, half a trowel at each feeding, of bone meal, sheep manure, wood ashes, a different food at each feeding; also about three applications of tobacco dust on bushes and ground; it likes water.

PETALS NEVER DROP OUT

Here is a good trait, the petals never drop out. Have never seen a hard center.

SIX DAY BLOOMS

The blooms of this seedling will keep six days after being cut. We have all been watching for this kind of dahlia.

OPEN AIR BUSH

This might be termed an "open air bush." It is never necessary to thin out, always plenty of air space. Of course, it should be topped out, not let grow wild.

JANE COWL—A WONDERFUL DAHLIA

Florence Louise has the good features of Jane Cowl, with heavier stem and longer keeper. The roots grow closer to neck than in Jane Cowl, and do not have any looseness or wobble effect. See illustration.

Certainly—We Will Recognize The Commercial
Growers

—ONE THIRD FOR YOU—

Roots or Plants—Let's See Your Business Stationery

1932 Roll of Honor Dahlia

You will find Florence Louise on the Derrill W. Hart Honor Roll of Dahlias in the December issue of the American Home Magazine.

He says it caught his fancy at the New York Show and that it has an impressive record as a 1932 prize winner.

THE SCORE OF FLORENCE LOUISE

At Storrs Trial Gardens, the incomplete judging this season gave it a temporary score of 82. It has been recommended by Prof. Roland H. Patch for retrial next year, this because of mosaic trouble in the trial garden, of which George W. Frazer says in the A. D. S. Bulletin, is no fault of any of the roots sent for trial.

Prof. Patch says it has made an impression in the garden.

Was informed by one of the judges that he believed he had scored it for a Certificate of Merit this season. So, with complete judging next year, we are in hopes of receiving the trial garden Certificate of Merit (85).

Dr. Chas. H. Connors, Professor of Floriculture at Rutgers University, New Brunswick, N. J., said on seeing a bloom of Florence Louise—"It is a good one, will give it a score of 86 without even seeing it grown."

PARENTS

It runs in my mind the seed envelope said Jane Cowl and Maraposa. It certainly has the fine qualifications of Jane Cowl and the cactus and orchid effect of Maraposa.

ELEVEN "TRY-OUTS"

This seedling has been growing in eleven different ground locations in the States of New York, New Jersey and Connecticut. All have been inspected and found growing and blooming well.

HOW TO GROW IT

Top out to four or six canes (they are canes) when fifteen inches high. Disbud to one bud on stem for early blooms, and take out four or five pairs of laterals. The largest blooms come from two canes (not one).

A NEW FEATURE

By disbudding the center bud on a stem, the two side buds will grow up with about 24 inch stems from where the three buds formed. The blooms will be a little later and not quite as large (8 to 9 inches) beautiful blooms. See illustration.

CLUMPS

The clumps are medium to large in size, grow solid and rigid, never any floppy, loose hanging roots, easy to separate in cutting; usually six to ten roots to clump. See illustration.

LOWER FIRST PRICES—NOT \$15.00

Roots, \$12.00; Plants, \$6.00; a few clumps, \$25.00 net. Of course, you know stock is limited with a new seedling.

\$2.00 DEPOSIT

Kindly send \$2.00 deposit on each root or plant when ordering, balance to be paid at delivery time. Money refunded at once if sold out.

A REAL GUARANTEE

Will ship when eyes start to show (April or May) or earlier if wanted.

If for any reason your plant does not grow and bloom to your own satisfaction, we will replace same without charge.

WE ARE RATED

We are rated with Bradstreet and Dun. Also State of N. Y. Bank of Kingston as reference. Member of A. D. S. for years—Do you belong?

Florence Louise

"AT HOME"

IN HER OWN GARDEN

BEFORE LEAVING

FOR THE DAHLIA GARDENS

OF THE WORLD



Above—Showing blooms on 24 inch stems, this by disbudding the center bud, allowing the two side buds to grow.

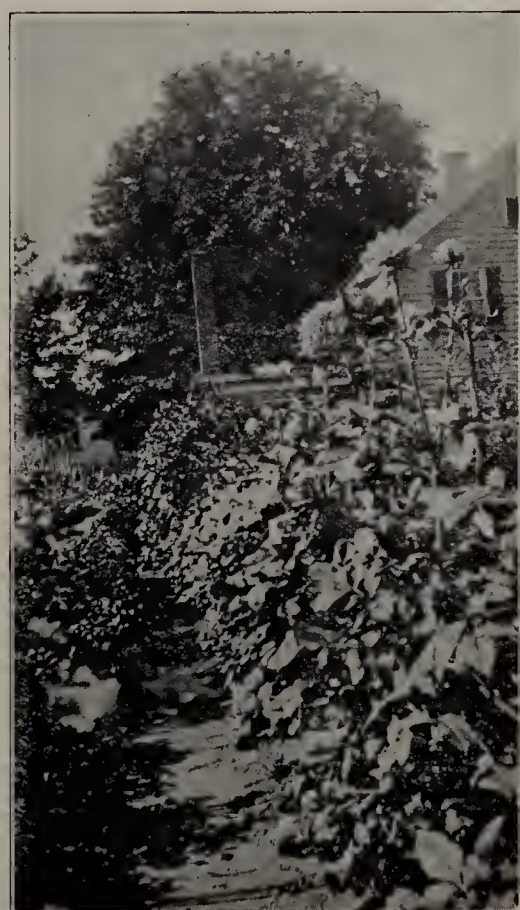
Left — Showing the "open air" bush; you can see right through it.



Above—Florence Louise proudly standing alone.



Above—Showing the stiffness of stem, and a bloom that has been cut 3 or 4 days; they will last for 6 days.



Above—Showing healthy growth of the bushes—far down the path is a bush "growing wild," which has on it 25 blooms and 50 buds.



Above—How often do you see the roots of a seedling before you buy? They do not have any looseness or wobble effect.



Above—All bushes at the right of the path are Florence Louise, including the two large blooms.



Above—Can you see the double split claw ends on the petals? Wish you could also see the orchid tint in this beautiful yellow.

YOU MUST HAVE THE
NEW ONES OR THE
DAHLIA THRILL IS GONE!

Florence Louise

"The New High Hat Dahlia"



BUY THIS NEW DAHLIA NOW – THE OTHER FELLOW WILL HAVE IT
